



National Entrepreneurship

Week Feb 23 - Mar 1

TUNE IN TO THE Cisco
Sponsored SUMMIT

- ***Monday** - Launch in DC with National Leaders & Extreme Entrepreneurship
- ***Tuesday** - Experience the Arts and Entrepreneurship Working Together in rural NY
- ***Wednesday** - Visit K-12 Charter School Students in CA
- ***Thursday** - Hear about building an entrepreneurial culture statewide in NE
- ***Friday** - Celebrate with very young entrepreneurs in the WV State Capitol

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THE ENTREPRENEUR IN
YOUTH!1 & 2

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Findings from

The Entrepreneur In Youth

by William B. Walstad
University of Nebraska-Lincoln

Entrepreneurship education for the nation's youth is important for advancing economic growth, expanding social entrepreneurship, and improving education.

Those themes are analyzed and highlighted in a new book, The Entrepreneur in Youth, that I co-authored with Marilyn Kourilsky. The book offers a comparative study of the opinions and knowledge of entrepreneurship using extensive survey data collected by Gallup from high school youth, adults, and owners of small businesses. The results also are analyzed by gender, race, and ethnicity. The research evidence should help teachers and administrators make a stronger case for entrepreneurship education in the schools and assist them in designing better curricula and programs for students. Here are some key findings:

1. Youth, especially minority youth, show a great interest in entrepreneurship. Overall, more than six in ten (65%) want to start a business of their own. Even greater interest is shown by African Americans (75%) and Hispanics (Latinos) (70%). Overall, more than half of all youth (54%) interested in starting a business say they are likely to do so, which suggests that there is a large untapped pool of potential entrepreneurs in the United States.

(Continued on page 2)

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state at

<http://www.NationalEweek.com>

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the Consortium please
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CELEBRATE NATIONAL ENTREPRENEURSHIP WEEK - FEB 23 - MAR 1, 2008



✓ Tune in to the Cisco-sponsored SUMMIT to “experience” entrepreneurship education and training programs of all types nationwide.



✓ Check out the daily schedules here (pages 3 and 4) and plan to use some of the Programs with your networks and Events.



✓ See instruction on our website (<http://www.NationalEweek.com>) to connect to the Programs. Please visit this page prior to the Programs so you can test it.

Findings from The Youth in Entrepreneurship (Continued from page 1)

2. The prime motivators for entrepreneurship are idealistic, and not pecuniary.

For most high school students, the reason they want to start their own business is to fulfill a dream of taking control of their lives and creating something. Most youth interested in entrepreneurship seek independence (45%) or to fulfill another worthy goal (21%), and they are not out just to “earn lots of money” (20%).

3. The desire to contribute to communities through starting a non-profit enterprise is as strong as the desire to start a for-profit enterprise.

More than six in ten (64%) youth said they wanted to start a non-profit or charitable organization. Entrepreneurship educators can attract and retain more students in their programs if they recognize the great appeal that social entrepreneurship has for the nation’s youth. They need to help all students realize that “doing good for others” often requires a solid foundation in entrepreneurship.

4. What prevents many youth from realizing their entrepreneurial aspirations is a lack of entrepreneurial knowledge and skills.

High school students could correctly answer about half (52%) of the test items. More than three-fourths (77%) of youth rate their knowledge and understanding of entrepreneurship as only fair to poor. Teachers and administrators need to find creative ways to correct these deficiencies and to help build the confidence that prepares youth for the challenges they will face in an entrepreneurial economy.

5. Youth often view markets and government in ways that reduce entrepreneurial initiative

and are inconsistent with an ownership mindset. Over six in ten (61%) youth supported price controls, indicating a distrust of outcomes from competitive markets. High school students hold ambivalent views about government taxation and regulation of business, in contrast with the largely negative or skeptical views held by business owners and the general public.

6. There is strong support for entrepreneurship education.

More than eight in ten of the general public (81%) and business owners (88%) think it is important for the nation’s schools to teach students about entrepreneurship. With more education and encouragement, youth should be able to realize their entrepreneurial aspirations. This outcome will increase economic growth in communities and open new job and career opportunities, regardless of economic circumstances. Although not all youth will become entrepreneurs, all students and society benefit when people have a solid education that gives them entrepreneurial knowledge and skills to use over a lifetime.

More information about the importance of entrepreneurship to the youth of this nation can be found in the book that is described on page 6.

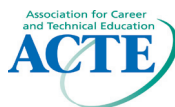
MON. LIVE from Washington DC Eastern Time	
10:00 a.m.	Howard University Students - LIVE. Successful Young Entrepreneurs Sharing with the Next Generation of Entrepreneurs 10:00 a.m.- 12:00 Extreme Entrepreneurship Provided by Michael Simmons
12:00 p.m.	GA - Entrepreneurship Leadership Development Seminar - North Gwinnett DECA
12:30 p.m.	MD - Entrepreneurs Go To School Tour Series (EYE for Change - Baltimore)
1:00 p.m.	VT - Entrepreneurship in Economic Development. (Barre VT Community Economic Development)
1:30 p.m.	These Kids Mean Business - Excerpts from the PBS Special
2:00 p.m.	George Washington University Students- LIVE. Successful Young Entrepreneurs Sharing with the Next Generation of Entrepreneurs 2 - 4 p.m. Extreme Entrepreneurship Provided by Michael Simmons
4:00 p.m.	Dare 2 Dream Gala - NFTE Greater Washington
4:30 p.m.	Regional Business Plan Competition - NFTE Greater Washington
5:00 p.m.	LAUNCHING NATIONAL ENTREPRENEURSHIP WEEK 2008 at the US Congress. Elected officials, government leaders & entrepreneurs of all ages come together at the US Congress to CELEBRATE National Entrepreneurship Week - LIVE
7:00 p.m.	off Air at 7 pm

TUES LIVE from Rural New York Eastern Time	
10:30 a.m.	NY - Rural Entrepreneurship through Action Learning - Continues through 2 PM at the Wellsville Creative Arts Center, Wellsville, NY NY - Critical Thinking and Problem Solving Skills - Displays of student artwork and discussion with artists and entrepreneurs
11:00 a.m.	BREAK
11:30 a.m.	NY - Creativity and Innovation Skills - Displays of student artwork and discussion with artists and entrepreneurs
12:00 p.m.	BREAK
12:30 p.m.	NY - Communication and Collaboration Skills - Displays of student artwork and discussion with artists and entrepreneurs
1:00 p.m.	DE - Delawareans Save! First State Community Loan Fund Features IDAs
1:30 p.m.	NY - Information, Media, and Technology Skills - Displays of student artwork and discussion with artists and entrepreneurs
3:00 p.m.	NE - Focus on a Virtual Incubator - Central Community College
3:30 p.m.	OH - The Birth of An Entrepreneurship Coalition
4:00 p.m.	VT - Young Entrepreneurs in the Green Mountain State - # 1
4:30 p.m.	ND - Experiences of Entrepreneurs - Marketplace of Ideas/Marketplace for Kids
5:00 p.m.	These Kids Mean Business - Excerpts from the PBS Special
6:00 p.m.	[OFF AIR]

WED. Live from California Eastern Time	
10:00 a.m.	OH - Tagging the Whales, National Museum of Education
10:30 a.m.	OH - OUT TO SEA - Competition in Applying the Technology - NMOE
11:00 a.m.	VT -Young Entrepreneurs in the Green Mountain State - # 2
11:30 a.m.	GA - Peparing Teachers for a Global Economy - Global Achievers & Georgia Department of Education
12:00 p.m.	IL - The Illinois Entrepreneurship Career Day Illinois Institute for Entrepreneurship Education
1:00 p.m.	EntrePrep Summer Institute - National Council on Economic Education
1:30 p.m.	PA - The Diverse Face of Erie Entrepreneurship Education, Advocates, and Transformational Projects.
2:00 p.m.	PA - We Challenge You to Educate Yourself and Others on the value of Entrepreneurship in the future of Pennsylvania.
2:30 p.m.	CA - Ivy Academia K-12 Charter School, Woodland Hills, CA Tatyana Berkovich, President * Car of the Future Competition 4th - 9th Graders present an essay or press release and their actual model to the judges. * E-Competition for the Ivy Top Entrepreneur Award.... 6th - 9th graders will give a 3 - 5 minute presentation of their business plan
4:00 p.m.	CA - Ivy Students will exhibit their businesses
5:00 p.m.	These Kids Mean Business
6:00 p.m.	[OFF AIR]

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THURS Live from Lincoln, Nebraska Eastern Time	
10:00 a.m.	<u>NE - Imagine the Possibilities</u> – * Energizing, Engaging, and Empowering Entrepreneurs Through Statewide Collaboration (Gregg Christensen) * Honoring Commitment to Youth Entrepreneurship (Gregg Christensen/Tom Osborne) * Building Communities Through Youth Entrepreneurship (Tom Osborne)
11:00 a.m.	<u>Imagine a Collaboration</u> * Creating Opportunities for Youth Entrepreneurs - (Patricia Fairchild & ESI Collaborative Partners)
12:00 p.m.	<u>Imagine Experiential Learning</u> * Using the 4-H learning model and the ESI Curriculum in clubs, camps and after school programs to ignite the spark of entrepreneurship in youth. (Patricia Fairchild, Nancy Eberle)
1:00 p.m.	<u>Imagine Communities</u> * Embracing Youth as the Source of Future Economic Development - (Craig Schroeder, Hometown Competitiveness Partners)
2:00 p.m.	<u>Imagine Camps</u> * Where Fun, Entrepreneurship, Community Mentors, and Youth Come Together (Dennis Kahl, Dorix Lux and Camp Leaders/Coordinators)
3:00 p.m.	<u>Imagine Schools</u> * Embracing the Entrepreneurial Spirit (Shelly Mowinkel-Milford, Derry Trampe-Ord, Curriculum Writing Team Members)
4:00 p.m.	<u>Imagine a New Kind of Entrepreneur</u> (Diane Vigna, Junior League Project SEW-Sudanese Women Entrepreneurship Program, Youth, Adults, Home Schools)
5:00 p.m.	<u>Imagine the Possibilities for Collaboration</u> (Patricia Fairchild, Gregg Christensen, Career Student Organization Members/Advisors)
6:00 p.m.	[OFF AIR]

FRIDAY Live from Charleston, WV Eastern Time	
10:00 a.m.	Thanks to our NEW Sponsors
10:30 a.m.	WV Entrepreneurship Day at the Capitol Launch WV Governor Joe Manchin
11:00 a.m.	SWEET Success: Lemonade Stand Lessons Learned from WV's Youngest Entrepreneurs WV Elementary School Children and Teachers
12:00 p.m.	BREAK
12:30 p.m.	LUNCHEON KEYNOTE: Attracting and Developing Entrepreneurs in Your Town [Session 1 of 3] Dave Ivans, Michigan State University
1:00 p.m.	How the New Economy Provides New Opportunities for Entrepreneurs [Session 2 of 3] Jeff James, Create WV Initiative
1:30 p.m.	Entrepreneurs Come in All Shapes and Sizes [Session 3 of 3] Jeff James, Create WV Initiative
2:00 p.m.	The Entrepreneurial Spirit in West Virginia M.E. Yancosek Gamble, West Virginia Development Office, Small Business Division
2:30 p.m.	Introduction to the Entrepreneurial League System® (ELS) Mark Burdette, Advantage Valley (WV, OH, KY) ELS
3:00 p.m.	BREAK
3:30 p.m.	A Look at West Virginia's Three Statewide Business Plan Competitions Sharon Wagoner, WV Community and Technical College Program Coordinator (Moderator), Former WV Dreamquest Winner (Panelist) and Andrew White, Former WV Collegiate Winner (Panelist)
4:00 p.m.	BREAK
4:30 p.m.	The Underdog's Trip to the Top: WV Business Lifecycle Case Studies Andrew White, Young Entrepreneur Support (YES) Network West Virginia
5:00 p.m.	These Kids Mean Business
5:30 p.m.	These Kids Mean Business
6:00 p.m.	[OFF AIR]

AN IMAGE MAKEOVER!

Although the word “Entrepreneur” has too many letters to actually be one, in many ways for a long time it has been considered to be a “four letter word”. From the evil factory owner abusing child labor to the shifty street hustler that will promise you anything to separate you from the dollars in your pocket, Entrepreneurs have gotten a bad name. Even at its best, in many people’s opinion, an Entrepreneur is nothing more than the owner of a backward “Mom and Pop” operation that is struggling to barely survive.

This undeserved reputation was created, or at least propagated, by a system designed to create a large pool of low-skilled workers. These workers quietly punched a clock and did menial jobs for large corporations who gave them a job for life. In return for their commitment, the company promised to take care of them after they retired. Even though these jobs are disappearing from America at an alarming rate, the system is still creating these workers.

Traditional education has overlooked the need to develop specialized skills that prepare students to compete in the real world. It’s no wonder that many students are dissatisfied with school and view it as a big waste of time. If it’s focused on preparing them for something that no longer exists, then their opinion is right on the money.

In reality, the truth about what being an Entrepreneur means is in opposition to the negative public image that has been associated with it. Entrepreneurs are the people that start the large corporations in the first place. Entrepreneurs are the leaders, innovators, and creative force that made the American economy the strong force that it is today. It is no coincidence that America is one of the world leaders in Entrepreneurs per capita and is the source for many of the inventions that have brought the planet into the modern technological age we currently enjoy. Entrepreneurs are the people that take the question “what if” and turn it into a revolutionary invention that people eventually take for granted in their everyday lives. I’m sure that Bill Gates with PCs being in every home, Thomas Edison with electric light switches being on every wall, and Ray Kroc with McDonalds Restaurants being virtually worldwide certainly would all agree.

So if Entrepreneurs truly are the driving force behind innovation and economic success why do they still suffer from a bad reputation? Institutionalized beliefs are very difficult to change. It takes years of positive proof to reverse a common belief even if it is inaccurate in the first place. On a positive note, even though it is slow, change is happening. With each new generation the concept of being an Entrepreneur as a career choice is gaining acceptance and momentum. Public schools are now offering entrepreneurship classes, extra-curricular entrepreneurship programs are gaining acceptance and some colleges are even offering Entrepreneurship as a major. It’s a good thing too, because with the emergence of the inevitable world market it appears that America’s entrepreneurial drive, in spite of its institutionalized resistance, is our greatest strength.

Instead of resisting international competition, or accepting low wages to compete with other countries, it’s more positive to look at the New World Market as an expanded customer base. This is the advantage that becoming an Entrepreneur offers. Being an Entrepreneur is a positive reaction to this market change. With the whole world becoming one big customer base there is plenty of room for everyone.

Read the whole article in the January issue of Future CEO Stars.

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February 23 - March 1, 2008



PROFESSIONAL DEVELOPMENT & Resources

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WORTH READING.....

The Elephant and the Dragon, by Robyn Meredith.
The Rise of India and China and What It Means for All of Us.

Innovation Nation, by John Kao.

How America is Losing Its Innovation Edge, Why It Matters, and What We Can Do to Get It Back.

Tough Choices or Tough Times, The Report of the new Commission on the Skills of the American Workforce, National Center on Education and the Economy.

Smart World, by David Ogle.

BREAKTHROUGH CREATIVITY and the NEW SCIENCE of IDEAS.

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MANY THANKS!

THE *ENTREPRENEUR* IN YOUTH

By Marilyn L. Kourilsky and William B. Walstad

This book offers a comprehensive assessment of the aspirations, opinions, and knowledge of high school students about entrepreneurship based on national samples of youth, adults, and business owners, with further study by gender, race, and ethnicity.

"The importance of the research reported in this book cannot be overemphasized." Sandy Gooch, Founder of Gooch Enterprises

"The nation's two leading authorities on youth entrepreneurship have produced a study which is exciting and sobering." Calvin Kent, Marshall University

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